

Claims

What is claimed is:

1. (Previously Presented) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:
detecting the trick-play event during playback of a recorded advertisement; and
displaying the alternative advertisement to the subscriber.
2. (Previously Presented) The method of claim 1, wherein said displaying includes displaying the alternative advertisement instead of the recorded advertisement.
3. (Previously Presented) The method of claim 1, wherein said displaying includes superimposing the alternative advertisement over the recorded advertisement.
4. (Previously Presented) The method of claim 3, wherein the superimposed alternative advertisement covers a portion of the recorded advertisement.
5. (Previously Presented) The method of claim 4, wherein size of the superimposed alternative advertisement is adjustable.
6. (Previously Presented) The method of claim 4, wherein location of the superimposed alternative advertisement is adjustable.
7. (Previously Presented) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are adjustable.

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8. (Previously Presented) The method of claim 7, wherein the video features include at least some subset of opacity, contrast, brightness, hue, tint and saturation.

9. (Previously Presented) The method of claim 3, wherein at least some subset of video features associated with the recorded advertisement are adjustable.

10. (Previously Presented) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are different from a corresponding subset of the video features associated with the recorded advertisement.

11. (Previously Presented) The method of claim 10, wherein the superimposed alternative advertisement is more distinct than the recorded advertisement.

12. (Previously Presented) The method of claim 10, wherein the recorded advertisement is more distinct than the superimposed alternative advertisement.

13. (Previously Presented) The method of claim 1, wherein said displaying includes displaying the superimposed alternative advertisement on one portion of viewing area and displaying the recorded advertisement on another portion of the viewing area.

14. (Previously Presented) The method of claim 1, further comprising superimposing the recorded advertisement over the alternative advertisement.

15. (Previously Presented) The method of claim 14, wherein location of the superimposed recorded advertisement is adjustable.

16. (Previously Presented) The method of claim 14, wherein size of the superimposed recorded advertisement is adjustable.

17. (Previously Presented) The method of claim 14, wherein at least some subset of video features associated with either the alternative advertisement or the superimposed recorded advertisement are adjustable.

18. (Previously Presented) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a full image of the recorded advertisement.

19. (Previously Presented) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a cropped image of the recorded advertisement.

20. (Previously Presented) The method of claim 1, wherein said detecting includes detecting an initiation of the trick play event during playback of the recorded advertisement.

21. (Previously Presented) The method of claim 1, wherein said detecting includes detecting a start of a recorded advertisement during the trick play event.

22. (Previously Presented) The method of claim 1, further comprising detecting an end of the recorded advertisement; and stopping the display of the alternative advertisement.

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23. (Previously Presented) The method of claim 22, further comprising displaying recorded programming in trick play mode.

24. (Previously Presented) The method of claim 22, further comprising determining that another recorded advertisement is in trick play mode; determining that there is an associated alternative advertisement therefore; and displaying the associated alternative advertisement.

25. (Previously Presented) The method of claim 1, further comprising detecting a start of a second recorded advertisement during the trick play event; and displaying a second alternative advertisement associated with the second recorded advertisement.

26. (Previously Presented) The method of claim 1, further comprising detecting an end of the trick play event; stopping the display of the alternative advertisement.

27. (Previously Presented) The method of claim 26, further comprising displaying recorded programming.

28. (Previously Presented) The method of claim 1, further comprising detecting an end of the trick play event prior to end of the recorded advertisement; continue, until the end of the recorded advertisement, trick playing the recorded advertisement and displaying the alternative advertisement; and

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return to displaying recorded programming at the end of the recorded advertisement.

29. (Previously Presented) The method of claim 1, further comprising determining point in recorded advertisement that the trick play event occurs.

30. (Previously Presented) The method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the trick play event occurs within a predefined period from a start of the recorded advertisement.

31. (Previously Presented) The method of claim 30, wherein the predefined period is a period of time.

32. (Previously Presented) The method of claim 30, wherein the predefined period is a percentage of total time of recorded advertisement.

33. (Previously Presented) The method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within time it will take to trick play through remaining portion of the recorded advertisement.

34. (Previously Presented) The method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within a predetermined period after completion of the trick play event for remaining portion of the recorded advertisement.